



County of Los Angeles
CHIEF ADMINISTRATIVE OFFICE

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DAVID E. JANSSEN
Chief Administrative Officer

March 4, 2005

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To: Supervisor Gloria Molina, Chair
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From: David E. Janssen
Chief Administrative Officer

**LOS ANGELES COUNTY 2-1-1 INFORMATION AND REFERRAL SYSTEM –
CONSOLIDATED STATUS REPORT NO. 3**

This report provides a consolidated status report to update your Board on efforts underway to satisfy the requirements of the following Board orders related to establishing a countywide 2-1-1 Information and Referral System for Los Angeles County residents:

- On August 12, 2003, your Board instructed the Chief Administrative Officer (CAO), County Counsel, Chief Information Officer, Internal Services Department, and the Department of Public Social Services (DPSS) to jointly perform a comprehensive review and assessment of the creation and implementation of a 2-1-1 telephone number, including a review of INFO LINE of Los Angeles County's (INFO LINE's) 2-1-1 Business Plan, and report back to your Board within 60 days with findings and recommendations.
- On January 6, 2004, your Board directed the Department of Children and Family Services (DCFS), along with the CAO, to report back within 30 days on the feasibility of utilizing an information and referral service to provide telephone lines for callers requiring general information and/or referrals for services, without compromising child safety, and also to explore the possibility of incorporating this service into the County's plan for a 2-1-1 system.

- On September 28, 2004, your Board approved \$2 million in funding for the development and implementation of the County's 2-1-1 system.
- On October 12, 2004, your Board directed the CAO to conduct a comprehensive review of all County-funded information and referral services and report back to the Board within 60 days with a list of all County information and referral programs across County departments and recommendations for the coordination between these programs and INFO LINE, the 2-1-1 service provider, including a review of departmental expenditures on information and referral programs and/or projects and recommendations for each County department's contribution level towards the County's 2-1-1 system.

On January 18, 2005, your Board approved an amendment to the existing DPSS contract with INFO LINE in the amount of \$888,975 to provide for the implementation phase for the 2-1-1 system. The amendment to the contract will allow INFO LINE to hire and train additional staff; add workstations to provide for increased call-handling capacity; work with telephone service providers to program phone switches; acquire technology upgrades to improve call handling, quality control, and reporting capabilities; and perform exhaustive testing of the 2-1-1 system prior to the official kickoff targeted for July 1, 2005. Funding for the amendment was available from an allocation of \$2 million previously approved by your Board for the purpose of implementing the County's 2-1-1 Information and Referral System.

On February 10, 2005, the governing body of First 5 LA considered several options to provide the First 5 LA information and referral and other specialized services currently provided through a contract between First 5 LA and NexCare. The contract between First 5 LA and NexCare is set to expire June 30, 2005. Options under consideration include: (1) a new contract with NexCare, (2) development and issuance of an RFP to provide information and referral services, and (3) contracting with the County or INFO LINE to have INFO LINE provide information and referral (and potentially other services) through the 2-1-1 system.

The governing body of First 5 LA instructed staff to gather additional information prior to further consideration of the matter at its March 2005 meeting. Staff from First 5 LA subsequently met with INFO LINE and County staff to discuss some of the questions raised by the First 5 Commissioners at the February meeting. INFO LINE has subsequently responded to questions and information requested by First 5 LA.

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Based on findings in other metropolitan jurisdictions and States that have implemented the 2-1-1 dialing code, a 30 percent call volume increase will result from a very basic incremental marketing plan. Much of the increase in call volume is attributed to the ease of dialing 2-1-1. The incremental marketing approach provides for more effective call volume management and allows for adjustments to the marketing plan if call answering time or abandoned call rates increase beyond desirable levels.

Partnering with First 5 LA to have information and referral calls handled through 2-1-1 is consistent with previous direction from your Board and would provide for efficiencies related to database development and maintenance, shared resources, and joint marketing efforts. However, given the more focused and visible marketing efforts utilized by First 5 LA, additional call handling capacity would be required to handle calls in excess of the 30 percent call volume increase projected for the County's basic information and referral calls.

We will provide your Board with a status update of 2-1-1 subsequent to any actions taken by First 5 LA. Prior to drafting the proposed contract with INFO LINE to provide 2-1-1 services effective July 1, 2005, we will provide your Board with a recommended initial scope of work for the County's 2-1-1 system for your consideration. If you have any questions regarding the planned implementation of 2-1-1, please contact me, or your staff may contact David Dijkstra of my staff at (213) 974-4283 or via e-mail at ddijkstra@cao.co.la.ca.us.

DEJ:MKZ
DD:os

c: Executive Officer, Board of Supervisors
County Counsel
Chief Information Officer
Director of Internal Services
Director of Children and Family Services
Director of Public Social Services
INFO LINE of Los Angeles County